

IN THE CLAIMS:

1. A method of using descriptive language to define Rich Media elements and relations among the media elements in an application, executable on a multimedia player, comprising the steps of:

- a) collecting and formatting Rich Media as an Multimedia Vehicle Repository (MVR) file and a first input to an authoring tool;
- b) creating a text based Rich Media Content description file of the MVR file as a second input to the authoring tool, and
- c) combining the Rich Media Content (MVR) file and the text based Rich Media Content descriptive file as an edited Multimedia Content (MVR) file using the authoring tools.

2. The method of Claim 1 further comprising the step of:

- d) editing the Rich Media Content description file by a user using a text editor.

3. The method of Claim 1 wherein the step of creating a text based Rich Media Content description file further comprises the step of:

- e) using an XML program to create the description file.

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4. The method of Claim 1 wherein the step of combining the descriptive file and the Rich Media file further comprises the step of:

f) executing a batch processing program to combine the descriptive file and the Rich Media Content (MVR) file.

5. The method of Claim 1 further comprising the step of:

g) transmitting the Rich Media Content as a streaming digital file for collecting and formatting as the first input to the authoring tool.

6. The method of Claim 1 further comprising the step of:

h) using a graphical authoring tool to edit the Rich Media Content; and

i) creating a descriptive file of the graphically edited Rich Media Content.

7. The method of Claim 1 further comprising the step of:

j) storing the edited Rich Media Content (MVR) file and the related descriptive text file for access by other content creators.

8. The method of Claim 1 further comprising the step of:

k) downloading the edited Multimedia content (MVR) file for display to a user in an ebusiness application.

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9. The method of Claim 5 wherein the step of transmitting the Rich Media Content as a  
2 streaming digital file further comprises the step of:

3 l) generating the streaming digital file as a sequence of frames.

1 10. The method of Claim 5 wherein the step of generating the streaming digital file further  
2 comprises the step of:

3 m) generating the streaming digital file as a binary file using a HotMedia format.

1 11. An authoring system for creating text based Rich Media Contents, comprising:

2 a) a processor for receiving Rich Media, text and graphics;

3 b) means assembling the Rich Media, text and graphics as a combined Multimedia  
4 Vehicle Repository (MVR) file; and

5 c) means automatically generating a Rich Media Content description file based on  
6 an assembled multimedia repository file; and

7 d) means combining the MVR file and the description file as an edited MVR file.

1 12. The apparatus of Claim 11 further comprising:

2 e) a batch processing program running on the processor for combining the MVR file  
3 and the descriptive file as an edited MVR file.

1 13. The apparatus of Claim 11 further comprising:

2 f) an XML program running in the processor for translating the descriptive text in  
3 combining the MVR file and the descriptive text file.

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14. A system for creating a textual based Rich Media Content file as an application executable on a multimedia player, comprising:

- a) means for receiving and storing Rich Media assets in a binary format as a Multimedia Vehicle Repository (MVR) file;
- b) means for preparing a textual description of the MVR file; and
- c) means for combining the MVR file and the MVR textual description as an edited MVR file executable on a multimedia player as an application in ebusiness.

15. The system of Claim 14 wherein the text description is XML based.

16. The system of Claim 14 further comprising:

- d) means for modifying the text description to create a new MVR-XML based file.

17. The system of Claim 14 further comprising

- e) means for modifying the textual description using a standard text-editing tool.

18. A program medium executable on a computer system, comprising:

- a) program code in the medium collecting and formatting Rich Media as a first input to an authoring tool;
- b) program code in the medium creating a text based Rich Media Content description file as a second input to the authoring tool; and

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(c) program code in the medium combining the Rich Media Content and the text based Rich Media Content descriptive file as an edited Multimedia Content file using the authoring system.

19 The program medium of Claim 18 further comprising:

d) program code in the medium enabling the editing of the Rich Media Content description file by a user using a text editor.

20. The program medium of Claim 18 further comprising:

e) program code in the medium for creating a text based Rich Media Content description file as an XML program.

21. The program medium of Claim 18 further comprising:

f) program code in the medium as a batch processing program for combining the descriptive file and the Rich Media file.

22. The program medium of Claim 18 further comprising:

g) program code in the medium for transmitting the Rich Media Content as a streaming digital file for collecting and formatting as the first input to the authoring tool.

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- 1 23. The program medium of Claim 18 further comprising:  
2 h) program code in the medium as a graphical authoring tool to edit the Rich Media  
3 Content; and  
4 i) program code in the medium for creating a descriptive file of the graphically  
5 edited Rich Media Content.

- 1 24. The program medium of Claim 18 further comprising:  
2 j) program code in the medium storing the edited Rich Media Content (MVR) file  
3 and the related descriptive text file for access by other content creators.

- 1 25. The program medium of Claim 18 further comprising:  
2 k) program code in the medium for downloading the edited Multimedia content  
3 (MVR) file for display to a user in an ebusiness application.

- 1 26. The program medium of Claim 22 further comprising:  
2 l) program code in the medium for generating the streaming digital file as a  
3 sequence of frames.

- 1 27. The program medium of Claim 22 further comprises:  
2 m) program code in the medium for generating the streaming digital file as a binary  
3 file in a HotMedia format.

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